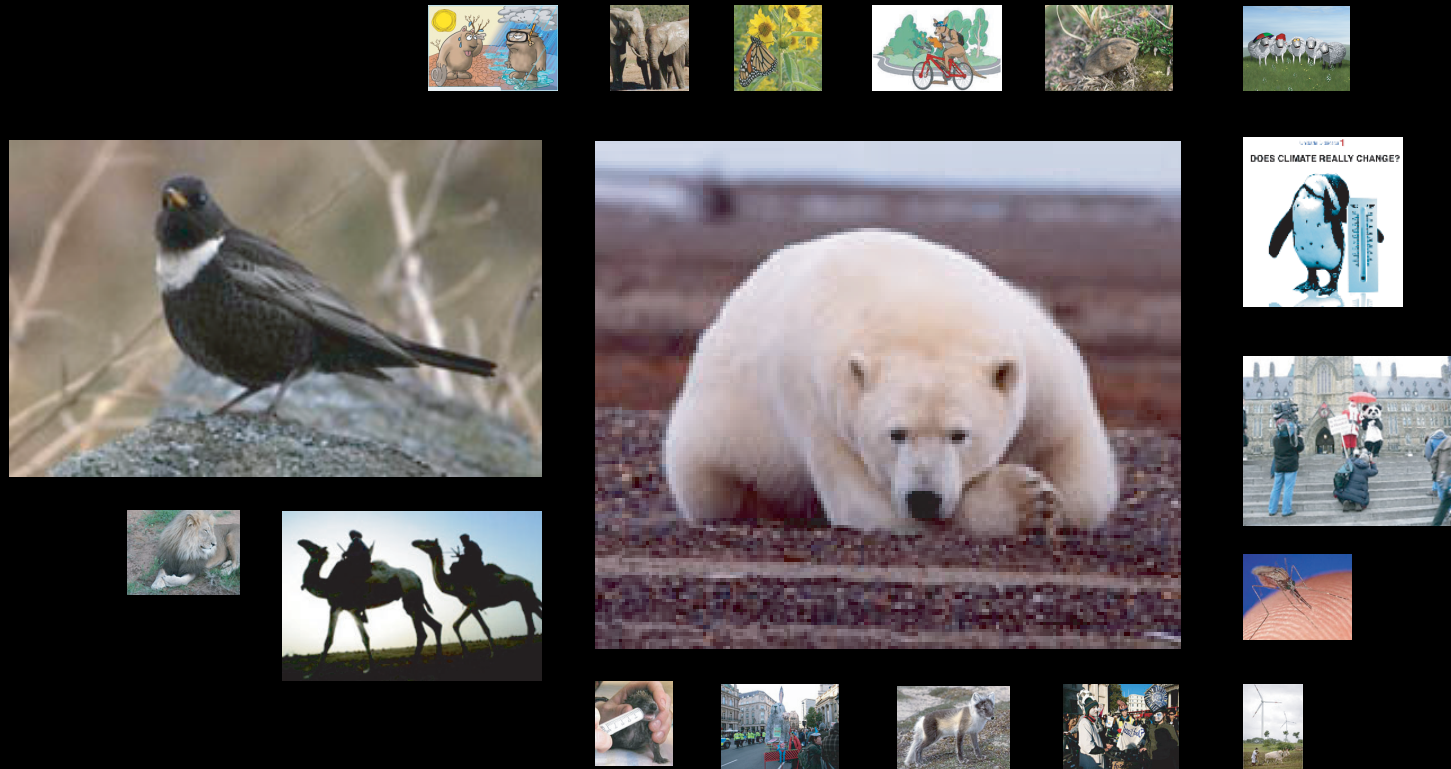


# Issue Animals Hierarchy on the Web (Google Images)

**Research Question** For the issue of climate change, how prominent is each animal (in text and image)? Are there significant differences per 'sphere' (web, news, blogosphere) in the frequency with which each animal is referenced?

**Findings** On the web, for an image query, results are distributed across all the animals not particularly favoring one issue animal.



**Source** images.google.com

**Query** "climate change"

**Method** count and scale similar animals by frequency of appearance

**Result** all (1,420,000 images in 107,000,000 web results, 918 presented by images.google.com)

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**Product** of the Digital Methods Initiative, dmi.mediastudies.nl. **Analysis** by Esther Weltevrede and Sabine Niederer. **Design** by Esther Weltevrede, Sabine Niederer and Anne Helmond.



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